

ASDA – Seafood chains and facing the issues

Chris Brown

Giving our customers what they demand...

What do our customers want?

- Great value
- Safe food
- Environmentally friendly and sustainable food production

Starting Point



ENERGY

To be supplied 100% by renewable energy



WASTE

To create zero waste



PRODUCTS

To sell products that sustain our resources & environment

"...Our mission of 'saving people money so they can live better' starts with low prices...but it doesn't end there. It extends to being a leader in how we take care of our world. It means that Wal-Mart and our supplier partners must operate in a more socially and environmentally responsible way wherever we do business."

Mike Duke, President & CEO, Wal-Mart Stores Inc
Sustainability Summit, October 22, 2008

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Sustainability is embedded in Asda's core purpose



ENERGY

Low carbon and high energy efficient stores

Low carbon transport – Fewer & Friendlier Miles

Reduced water usage



WASTE

Divert operational waste from landfill

Divert construction waste from landfill

Reduce Carrier Bag usage



PRODUCTS

Optimised packaging – fit for purpose with low eco impact

Sustainable products at Asda price

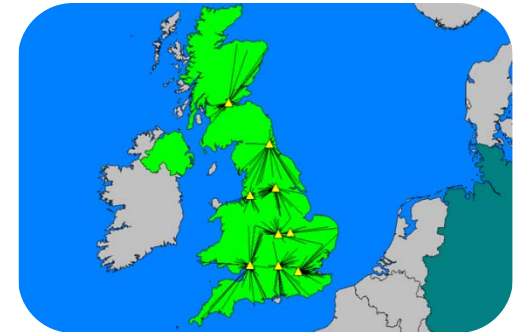
Sustainable supply chain of the future

ENERGY

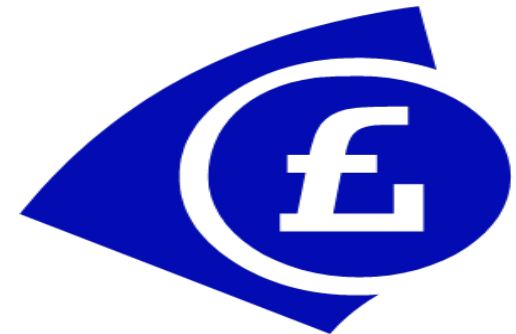
Eliminate 50,000 tonnes of carbon from stores in 2010



Eliminate 5,500 tonnes of carbon from depots in 2010



Save over £7 million through these reductions



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WASTE

Zero Operational Waste to
Landfill by end 2010



Zero Construction Waste to
Landfill by end 2010



Save nearly £1 million
through this work plan



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PRODUCTS

Optimised packaging
Less resources used
Increase biodiversity

ASDA

Support for Factories
Production innovation
Focus on sustainable materials

George.

Sustainable products at an
affordable price



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At Asda we're dedicated to bringing our customers fish from a sustainable source,
and to securing a future for our oceans.

We have taken threatened species — such as North Sea Cod — off our fresh fish
counters, and replaced them with more sustainable options.

In 2006 we called for the North Sea to be declared a marine conservation zone to
preserve fish stocks and protect the livelihoods of the local fishermen who depend
on it.



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Giving our customers what they demand...

What do our customers want?

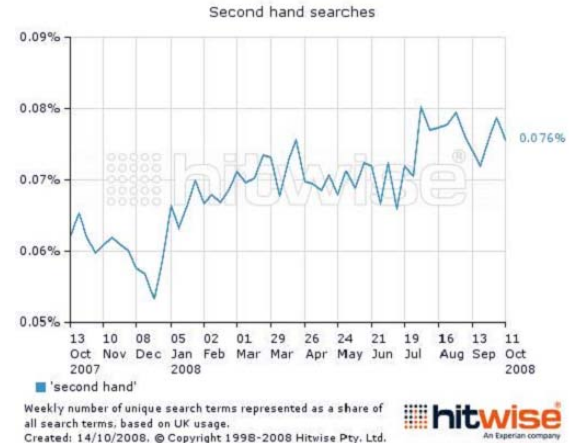
- Great value
- Safe food
- Environmentally friendly and sustainable food production

The British Marketplace

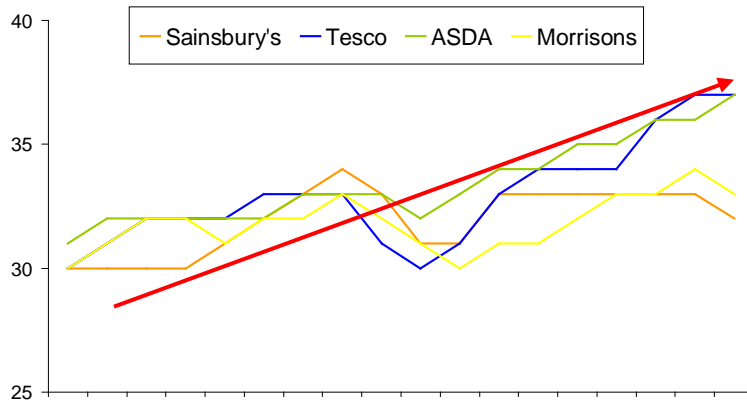
Martin Lewis, more sought out online than Obama. with more visits in the UK than Twitter



Searches for discount vouchers online increased 143% in 2008



Increase in grocery bought on promotion



A marked increase in time spent shopping around,



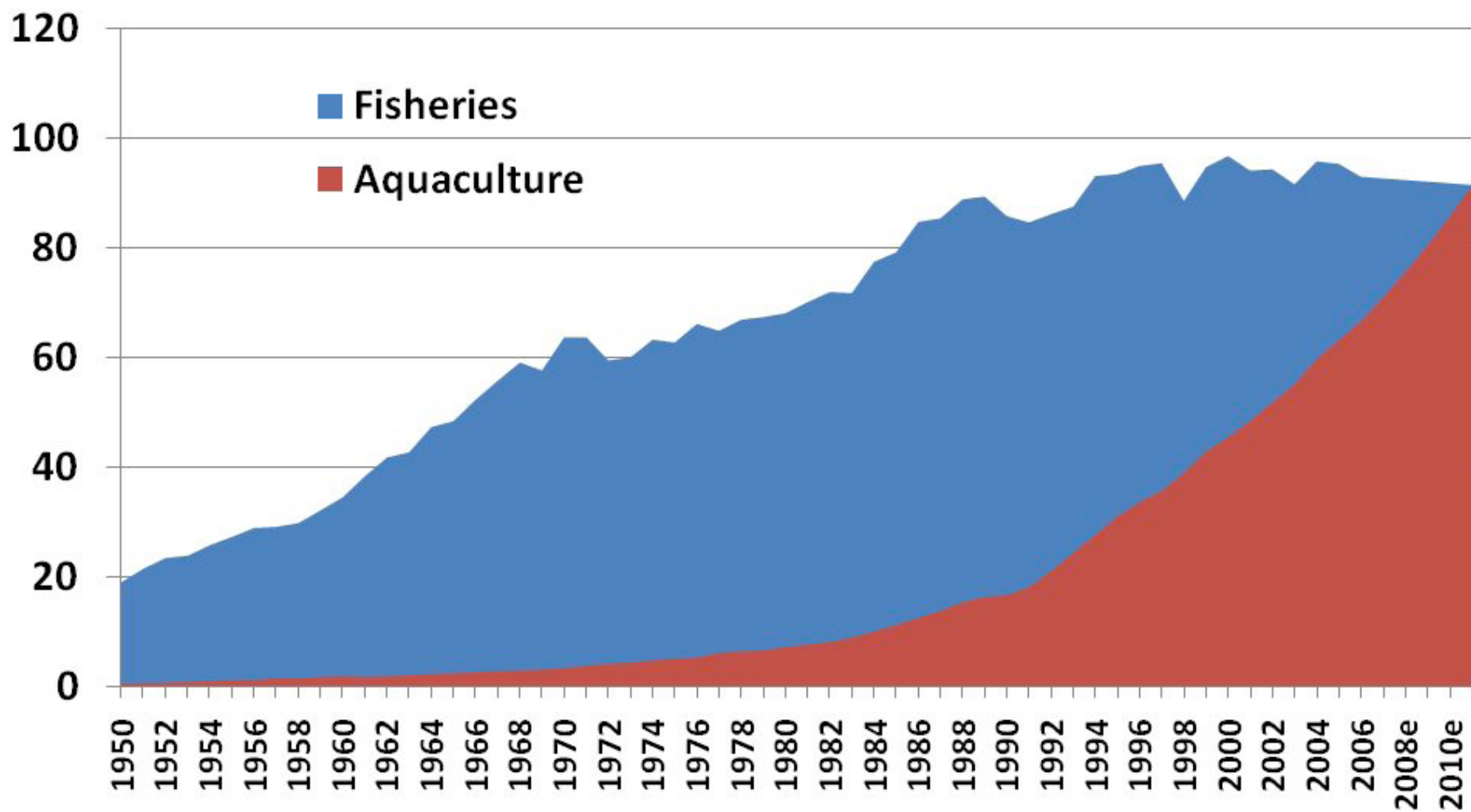
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Eco Labelling

- Which are ASDA using? MSC and BAP
- Needs:
 - Aquaculture standards for major and minor species
 - Standards for feed fisheries
 - Other aspects of sustainability
 - Environmental, social, economic
 - Reconcile – certification schemes and ‘to eat, to avoid, to think about’ lists
- Retailer initiatives – carbon labelling, Wal Mart Sustainability Index



Top Milk

Change: [Bottom Products](#) [View All Products](#)



Stonyfield Farm, Fat Free Milk

[Quick Look](#) | [See All Data](#) | [Add to Shopping List](#)

[More from this brand \(3\)](#) »



Organic Valley Pasteurized Fat Free, Skim, Nonfat Milk

[Quick Look](#) | [See All Data](#) | [Add to Shopping List](#)

[More from this brand \(37\)](#) »



Knudsen, Fat Free Milk

[Quick Look](#) | [See All Data](#) | [Add to Shopping List](#)

[More from this brand \(5\)](#) »



Lucerne Fat Free Milk

[Quick Look](#) | [See All Data](#) | [Add to Shopping List](#)

[More from this brand \(4\)](#) »



O Organics, Fat Free Milk

[Quick Look](#) | [See All Data](#) | [Add to Shopping List](#)

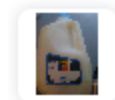
[More from this brand \(8\)](#) »



365 Organic Organic Fat Free Milk Vitamin A&D

[Quick Look](#) | [See All Data](#) | [Add to Shopping List](#)

[More from this brand \(3\)](#) »



365 Fat Free Vitamin A&D Milk

[Quick Look](#) | [See All Data](#) | [Add to Shopping List](#)

[More from this brand \(3\)](#) »

8.1

7.6

6.3

6.2

6.2

6.0

5.9



Ratings for Top Milk

Click a product to the left to find healthy, green & natural milk.

Filter this list to see only products that are:

- [Environmentally Friendly](#)
- [Low In Sodium](#)
- [Low In Cholesterol](#)
- [Low In Saturated Fat](#)

[Go to Milk & Milk Substitutes](#)
[Browse all categories](#)

[Browse Bottom Milk](#)



Food > Dairy & Dairy Substitutes > Milk

Lucerne Fat Free Milk

by [Safeway Incorporated](#)



Behind the Rating ?

Why did we give this rating?

- ✓ The company that makes this product has one of the highest scores in [community controversies](#)
- ✗ The company that makes this product has a below average score in [environmental proactive initiatives](#)
- ✗ The company that makes this product has one of the lowest scores in [corporate governance](#)

[See all data behind this rating...](#)

Buy, Compare & Save

Coming Soon: Buy It Local

[Add to Shopping List](#) ?

[Find Better Products](#)

[Send to a Friend](#)
[Contact this Company](#)
[Add to Avoid List](#)

Highest Rated Products

Most Popular Products

GoodGuide Rating

User Reviews

6.2



[Write the First Review!](#)

8.1

Health/Nutrition Performance

- General Nutrition
- Additives/Preservatives
- Artificial Colors of Concern
- Certifications
- Ingredients Not Allowed in Food

5.5

Environmental Performance

- Toxic Waste
- Global Warming
- Energy Management
- Water Management

4.9

Social Performance

- Philanthropy
- Customer Satisfaction
- Workers
- Labor & Human Rights

Compare to Category ?

This Product ▼



Ratings based on 52 Product Facts. [Learn more about these ratings](#) ?

[See all data...](#)

63 out of 135 in milk.

Nutrition Information

Nutrition Summary

This chart shows which nutrients are present at low, medium, and high levels. You can also find better performing products in milk.

Nutrient	Performance in Milk
Estimated Fat	Low
Estimated Sugar	Low
Estimated Sodium	Low
Estimated Protein	High

Nutrition Facts

Serving Size 1 cup (240ml)

Amount Per Serving

Get more from GoodGuide

Find the best products, share with your friends, and create personalized lists based on what's most important to you.

[Become a member now!](#)

What is the impact of this product I am consuming?



Track the footprint of your necklace

Trace It - From Mine To Market

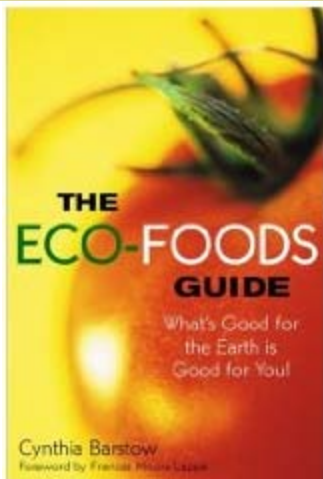
Trace the origin of your Love, Earth® piece! Enter the Batch Number here to see the path your jewelry traveled from Mine To Market.



Know how your shirt was made and its impact

Don't eat that!

Low Carbon Diets



IS MY LUNCH CAUSING GLOBAL WARMING?

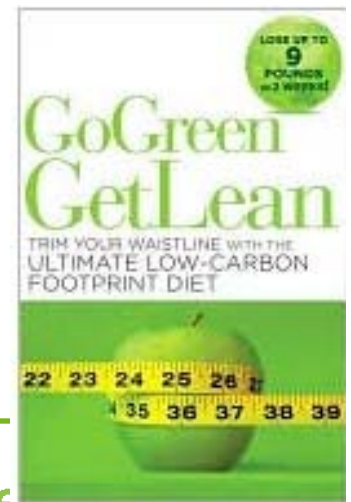
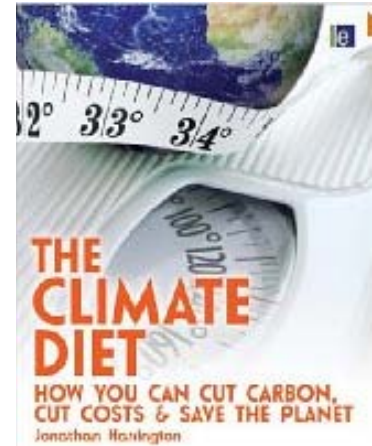
Did you know, the food system is responsible for 1/3 of global greenhouse emissions?

With every meal you eat, you have the power to reduce climate change.

The Bon Appétit Management Company Low Carbon Diet Calculator is designed to allow you to compare the relative carbon impacts of your food choices.

Drag and drop menu items, ingredients or sample meals into your virtual pan and calculate the carbon emissions created by your meals. Try making food choices that reduce emissions by 25% and be part of the climate solution.

[CALCULATE MY IMPACT NOW!](#)



there's no place like home

Bon Appétit, Amazon

Kgs CO2 produced per hen place for different egg production systems

	Cage	Free Range	Respectful	Organic
Rearing	0.43	0.67	0.67	0.67
Laying	2.27	4.43	0.41	6.69
Packing and Distribution	1.20	1.83	1.83	1.83
External	1.36	1.36	1.36	1.36
Total KG's carbon per hen	<u>5.26</u>	<u>8.30</u>	<u>4.28</u>	<u>10.5</u>
Index against cage	100	158	81	201



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Chosen Design



Colours indicate at a glance high, med or low

High, med, low indicator

Each 1/2 pack serving contains

MED	LOW	MED	HIGH	MED
Calories	Sugar	Fat	Sat Fat	Salt
353	0.9g	20.3g	10.8g	1.1g
18%	1%	29%	54%	18%

of your guideline daily amount

Shows % of your GDA per serving of the product

Amount of nutrient per serving of the product

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Thank you

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